

# TOURISMOHIO



Support TourismOhio. Support Ohio's Competitiveness

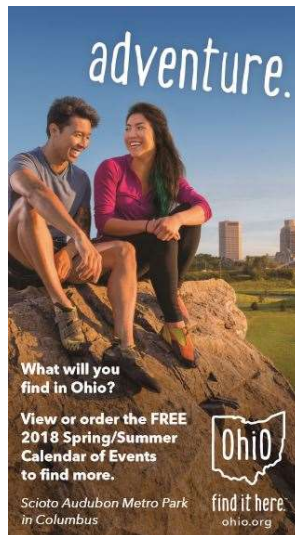
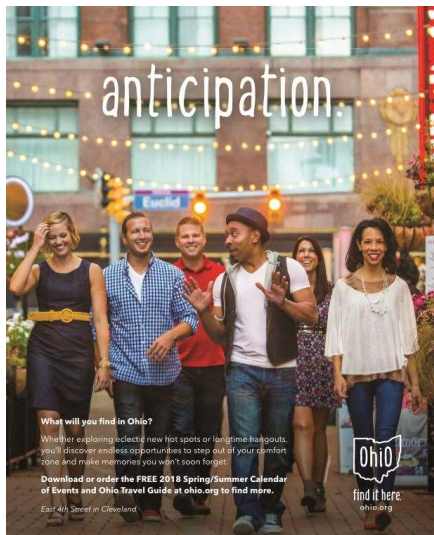
## WHAT'S THE ISSUE?

TourismOhio is located in the Ohio Development Services Agency and serves as the destination marketing organization for the state. Its purpose is to market travel to and within the State of Ohio. Funding since FY 2014 has been generated through a five-year performance based model on the growth of tax revenues generated by travel-related expenditures. These expenditures are based on national analysis and industry-accepted baselines of which expenditures are influenced most by travel.

## KEY POINTS

### TourismOhio makes a difference in the Ohio economy

- Following input from industry, a strategic plan has guided TourismOhio strategy since 2015 and includes key performance indicators which are reported to the industry and stakeholders routinely.
- Since the *Ohio. Find it Here.* brand launched, annual visits to Ohio have increased from 200 million to 219 million.



### Promoting Ohio leads to additional people experiencing our state and to economic growth

- Those who visit Ohio after seeing a TourismOhio ad are 256% more likely to view Ohio as a good place to live and 185% more likely to view the state as a good place to start a business (Longwoods International 2016).
- People exposed to travel messaging are 55% more likely to book travel than consumers who don't see messaging. Not only are they more likely to book, but those who see travel promotions stay 81% longer and spend 41% more in our communities (Rocket Fuel 2014).
- Relying on individual attractions or destination to promote travel is not only inefficient from a policy standpoint as evident by free-riding, but it's also not as effective. Consumers are 147% more likely to visit and spend money when they are exposed to multiple sources of advertising and promotional messaging (Rocket Fuel 2014)

